

YOU CAN'T FOOL THE PUBLIC!

The Price tag doesn't sell the house. People look at every part of it and they're looking for value every inch of the way... That's exactly what La May builders had in mind when they planned the "HOME OF RUSTIC CHARM" ... you get every dollar's worth ... You'll see a home with modern up-to-date practicability and also a home that has an atmosphere of warmth and charm.

"DODIE" DID THE PLUMBING ON THIS HOME

Featuring **AMERICAN STANDARD PRODUCTS**



H. C. DODENHOFF

H. C. DODENHOFF

Plumbing Contractor
141 Eucalyptus Dr.
Ph. El Segundo 1930

EL SEGUNDO



MR. MCGINNIS

BILLY MCGINNIS

Plastering Contractor
FREE ESTIMATES

706 Pine Drive

FA. 8-2548

WE DID THE PLASTERING WORK ON THIS MODEL HOME

WE MAKE SURE OUR CUSTOMERS ARE COMPLETELY SATISFIED



JOSEPH A. SAITTA

LET "JOE SHAKE IT"

Wood Roofs - Composition Sidewalls
Of All Types

J. A. SAITTA ROOFING CO.

656 S. Irena REDONDO BEACH, FR. 4-4938

OVER \$1,000,000

Loaned During 1953 To Home Owners And Builders of the City of

TORRANCE

Watch for Announcement of Opening of First Federal's new Lomita branch at corner of Lomita Blvd. & Allene. The Home of Rustic Charm financed by

First **FEDERAL SAVINGS**
AND LOAN ASSOCIATION OF SAN PEDRO

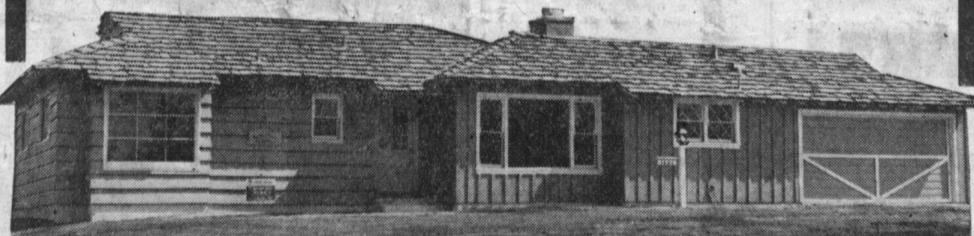


556 W. NINTH ST. SAN PEDRO
Terminal 3-4401

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Terminal 3-4401

NOW OPEN FOR INSPECTION...

- 1604 FLOWER ST. CORNER OF FLOWER & SONOMA AVE. IN TORRANCE
- HOURS: 1 to 5 P.M. ON SAT. & SUNDAY
- PREVIEW SHOWING MARCH 20 and 21



THE LONG LOW LINES OF THIS HOME MARK ITS DISTINCTLY RUSTIC STYLE WITH A PROVINCIAL LOOK! THE DESIGNS FEATURE THREE BEDROOMS AND A COMBINATION DINING ROOM AND RECREATION AREA. COME OUT AND SEE FOR YOURSELF THE FEATURES YOU'VE BEEN WANTING.

- Large Entry Hall
- Spacious Dining Room
- Sliding Glass Doors
- Patio
- 1 1/2 Baths
- Heavy Shake Roofs
- Built-In Western-Holly Oven and Range
- Copper Vent-A-Hood for Kitchen
- Imported Italian Quarry Tile
- Custom Made Natural Knotty Cedar Cabinets
- Stall Shower
- Forced Air Heating with Thermostat
- Service Porch
- 2-Car Garage
- Painted & Wallpapered Walls & Ceilings
- Breakfast Bar in Kitchen
- American Standard Fixtures

People That Own La May Homes Are Our Best Salesmen

WE FURNISH THE BUILDING MATERIALS

WE'RE THE General Contractors



"DUTCH" HORLANDER



JACK PHILLIPS



O. A. L'AMOREAUX

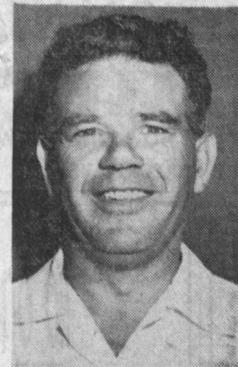


PAUL F. MAYER

INDOOR HEATING COMFORT

In This

HOME



Guaranteed By **CHRIS TURMES**
TURMES HEATING
Forced Air Specialist
721 PINE DR. FA. 8-4329



Are Featured In This "Home of Rustic Charm"



MILT ISBELL

LIBERTY Home Appliance Company

1623 CRAVENS AVE. TORRANCE FA. 8-5410

We have faith in Torrance and believe that the home buyer wants a home that is equal to the quality of those found in Palos Verdes and Rolling Hills. We've built such homes and the people of Torrance are buying them.



HOWARD J. PERCY

HOWARD J. PERCY INVESTMENT CORP.
2224 TORRANCE BLVD.
"Insurance and Real Estate Counselors"
FA. 8-4636

We Are The Exclusive AGENTS For La May Builders

We Have 15 Lots to Build New Houses. See Us for Your Contracts. We Handle Financing and Plans

PARAMOUNT CENTER
Corner of Madrona & Torrance Blvd.
FR. 4-3428

We have everything you need for your home. We are open Sundays for convenience of week-end carpenters.

"Homes of Rustic Charm" — by La May Builders

MODEL HOME LOCATED AT 1604 FLOWER ST. (NEAR SONOMA) PHONE: FR. 4-4718 or FA. 8-4636 — EL SEGUNDO 1698M